

4042

Edit Display String Properties

Manage properties for this specific keyword

Current title

Change Title

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

Change to another title of this campaign.

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OR

Change current title

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CLICK for POP music at the BMG Music Club!

URL

<http://service.bfast.com/bfast/click?bfmid=20904140&siteid=3707266&bfpage=pop>

Negatives

\$CPC

0.2

Append

Check to append the Title to the Display String like:

Sade @ [TITLE]

4050

Save Changes

Manage destination URL

Check for Append - this will append the title in the specified format

Add Negatives in order to fine tune the context of the word within the surrounding text.

CPC - Cost per click

Fig. 25G